AMRITA SCHOOL OF ARTS AND SCIENCES

AMRITA KIRANAM
NEWS LETTER

Kochi Campus

Dr. U. Krishnakumar
Director

AMRITA SCHOOL OF ARTS AND SCIENCES, Kochi, gives prime importance to quality teaching, academic research and development and ethical orientation. Dedicated efforts of the teaching community make this a reality. Formal research has been initiated in the areas of Medical Informatics, Data Mining, Applied Art and Media, Commerce and Management. Collaboration with K3A, KMA, and CSI enhance the learning outcome, and extramural Seminars help to develop the calibre of every student. Famous for quality of service, be it in any sector, Amrita Schools have the unique distinction of an excellent support of large task force of Professionals in its mainstream.

Amritapuri Campus

Dr. V. M. Nandakumaran
Principal

AMRITA SCHOOL OF ARTS AND SCIENCES at Amritapuri campus offers several academics programs at undergraduate, integrated and postgraduate levels. The learning experience in the School is enriched by a team of dedicated teachers guiding the students to get the most in their academic and extra-curricular pursuits. The curriculum provides a flexible credit-based structure and continuous student evaluation to maximize learning and assimilation of fundamental concepts meeting the changing needs of the industry. The School also underpins development of potential to comprehend problems that demand interdisciplinary approach.

Mysuru Campus

Vidya C Pai
Principal

AMRITA SCHOOL OF ARTS AND SCIENCES, Mysuru, like all schools of Amrita Vishwa Vidyapeetham has adopted a credit based system in keeping with the best traditions of international universities. AMRITA with its best infrastructure, regularly updated curricula and syllabi in line with industry demands, along with gratifying corporate relations assures academic excellence with a global outlook. In addition to the regular academic programme, the School also provides corporate training, sessions on personality development, stress management, communication skills, positive thinking, group discussion, training for personal interview and career guidance by experts.
Sri. Venugopala Kurup, Superintendent, Narcotics Control Bureau with the assistance of his Intelligence Officers conducted awareness programme on the consequence of using drugs at the ASAS Kochi campus. The sessions were very informative and made the audience think about the consequence of using drugs. It was conducted for all the students in three sessions.

The ASAS Kochi school has won the Special Jury Award of SEED in Kerala for the year 2015 and 2016. As part of Mathrubhumi ‘SEED’ programme, SEED volunteers are engaged in organic farming on 3000 sq. ft. land and on the school terrace. Samples of agricultural produce cultivated within the campus were displayed during the festival and many saplings were distributed.

Swami Purnamritananda Puri spoke about the role of organic farming in reducing various kinds of cancer.

Kochi Campus

Dr. M.R. Chithra M.R. for her thesis "Studies on some topics in product graphs" under the guidance of Dr. A. Vijayakumar, Professor & head, Department of mathematics, Cochin university of science and technology, 2014.

Dr. Sony Vijayan for her thesis “India law on control of vessel sourced pollution in maritime ports”. Under the guidance of Dr. A. M. Varkey, School of Legal Studies, Cochin University of Science and Technology. September 2014

Dr. P.Balasubramanian for his thesis “Measure to Improve Common Investor Confidence in Indian Primary Market with reference to Coimbatore District - A Study”. Under the guidance of Dr. R. Radhakrishnan, Principal, Anbu Arts and Science College, Namakkal. Department of BSMED (Management), Bharathiar University, Coimbatore. July 2016.

Dr. Maya L Pai for her thesis “ANN based Data Mining technique to Achieve Improved Accuracy to Predict ISMR from Ocean – Atmosphere State Variables”. Under the guidance of Dr. A. N. Balchand, Dean, Faculty of Marine Sciences, Professor (Department of Physical Oceanography), CUSAT and Co-guide - Dr. K. V. Pramod, Associate Professor, Department of Computer Applications, CUSAT. December 2016.

Amritapuri Campus

Ms Asha R Pai, Assistant Professor, Dept. of Physics awarded Ph.D from Amrita Vishwa Vidyapeetham.

Ms Jinchu I, Research Scholar Dept. of Physics awarded Ph.D from Amrita Vishwa Vidyapeetham.
The ‘Prabhathi’ general quiz program for differently abled children was organized at ASAS Kochi as part of Computer Society of India (CSI) student branch activity to give an opportunity for the differently abled students to exhibit their talents to the main stream.

150 differently abled students of various special schools in the city, accompanied by their parents and caretakers, participated in the quiz program. The quiz was divided into three categories—Junior, Senior and Super senior, based on the age of the participants. It consisted of three rounds based on topics like cartoons, films, sports etc.

CSI Achievements

The Department of Computer Science and IT, Amrita School of Arts and Science, Kochi, is the recipient of the following awards instituted by Computer Society of India (CSI)

1. Best Accredited Student Branch Award
2. Longest Continuous SBC Award
3. Highest Committed Student Branch Activist

AIR FM Radio

Haritha Thamban, sixth semester student of the Visual Media and Communication department at ASAS Kochi was interviewed in the Yuvavani programme of All India Radio - FM. She was selected for the interview for her un-ending passion towards dance.

Department of Social Work Amritapuri Campus organized and Invited Talk on the topic “Trauma-Informed social Work people on 26 August 2016 at the Department of Social work Ms. Elnore Snow (Clinical Psychologist & Social Worker from USA) was the resource person.
Golden Tech Bridge across the nations in 50 locations

ASAS Kochi and CSI organized an event “Golden Tech Bridge across the nations in 50 locations”. The main aim of the event was digital inclusion. About 40 inmates of Matruchaya orphanage, a technology deprived segment of the society, were the beneficiaries.

“LORE” is made by the video production team of B.Sc. Visual Media and Communication 2013 batch at ASAS Kochi and got short-listed into the best films category in the prestigious ‘Nottam’ short film festival, the festival is jointly organized by Information and Public Relations Department of Government of Kerala and C-DIT.

Out of the 242 entries, and 400 delegates, the short film “LORE” was short-listed among the best 36 films. The students had the privilege to compete with highly experienced professionals from the industry and also to interact with them. ASAS Kochi team also got special mention from the organizers being the only educational institution team which participated in the competition.

Fog on ‘Retinopathy’

“Fog” a ten minutes short films was produced by Fotoplay Entertainment (6th semester students of Visual Media and Communication department at ASAS Kochi) with an aim to create awareness on diabetic retinopathy.

Bharatanatyam Performance

Department of English and Languages and SPICMACAY unit of ASAS Kochi arranged a Bharatanatyam performance by Sri. Swarup Menon from U.K. The two hour performance was followed by an interactive session. A group of students from different departments interviewed the artist.

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Industrial Visit to The KKR Group of Companies, Nirapara, Kalady to give an insight into the practical aspect of Production and Operation management for the students of M.Com. 1st semester, M.Com. 3rd semester and BBM 5th Semester.

To get insight about the Production cum storing unit, Stores (Raw materials and other packaging materials), Despatch section, and ETP (Effluent Treatment Plant), a visit was organized to the production unit of Teejan Foods Pvt Ltd, Kalamassery (Lazza Ice cream) for B.com 1st Semester (Finance and IT) students.

To gain insights into the major activities of weaving coir, bleaching, shearing, stitching and packing of coir products an industrial visit to Kerala Coir Board at Alleppey, Kerala, was organized for the final year B.Com and BBM students at ASAS Kochi.

A Seminar on Indian Constitution

For a detailed insight into the Indian Constitution encompassing the judiciary, executive and the legislative domains, a seminar on The Constitution of India, was organized by ASAS Kochi campus, jointly with the District Legal Service Authority, Ernakulam. Hon’ble Justice Sri. Jaisankar Namibiar of Kerala High Court was the chief guest. A pre-tutorial session on constitution was addressed by Advocate Pramodkumar. Prior to the commencement of the session a skit on Constitution ‘Vidhan’ was played by the final year B.Sc. Visual Media students.

‘Birthday Girl’

‘Birthday Girl’, a short film by Visual Media 2013 batch, ASAS Kochi, got shortlisted at the Indian International Disability Short Film Competition (60 Seconds to Fame) organized by Ability Foundation, Chennai. The one minute short film was made on the basis of the given theme ‘coming together, hand in hand’. There were 207 entries from 19 states across the country from which only 27 were shortlisted.
The Department of Science and Technology, Government of India (DST) funded a Project under the Cognitive Science Research Initiative for the proposal “Development of a computational tool, algorithms for gene finding, mapping of genotype – phenotype based on classification of clinical data for Autism spectrum disorder” submitted by the CS&IT department at ASAS Kochi. Project duration is THREE years. Fund Sanctioned: USD 42,000. Year: 2014.

SPICMACAY

To promote Indian Culture among the youth, SPICMACAY in collaboration with ASAS Kochi conducted various programmes like Manipuri Dance, Kathakali Demonstration, and Violin Concert. SPICMACAY also arranged a thrilling Violin Recital by Prof. T.N. Krishnan. He was accompanied by Sri. R. Vaidyanathan on the mridangam and Sri. Vaikom Gopalakrishnan on the Ghatam.

International Workshop at Germany on various Philosophies

Mr. Vigneshwar Bhat, Asst. Professor in Sanskrit and yoga was invited as a resource person to conduct workshop at Germany on various topics of Indian Philosophy from 13th to 19th June 2016. At the International workshop, he has taught the subjects Yogasutras, Vedanta Darshana, Yogopanishat and Bhagavad Gita at the "Mysore Munich School of Ashtanga Yoga" situated in Munich, Germany.

INTERNATIONAL AWARD

Renowned wildlife photography exhibitor and visiting professor at Mysuru campus Mr. S. Thippleswamy was honoured with the best picture award 2016 by Photography Society of America (PSA) for his picture titled “Short toed snake eagle feeding snake”. As per the PSA S. Thippleswamy is placed among the world’s top 3 Wildlife Photography Exhibitors.
Papers Published from Kochi Campus

More than 196 research papers are published and presented in national and international journals/conferences.

"Distance degree graphs in the Cartesian product of graphs - Journal of Discrete Mathematical Sciences and Cryptography - (ISSN: 0972-0529) -2015. 'The Voice of The Rising Youth: A Biographical Reading of I am Malala’ in The Criterion, an International Journal In English, Volume 6, Issue 6, December 2015 (ISSN: 0976-8165)


A study titled “The effect of advertisement on children with special reference to Confectionary Products in Ernakulam” conducted by R. Preetha Assistant Professor, Department of Commerce and Management along with S. Radhika first year student of M.Com programme have gained the attention of national media and an excerpt of the study was published in Times of India daily City edition on 19.12.2016.

Papers Published from Mysuru Campus

There are more than 47 paper publications in international and national journals and conferences.


"Whistle blow in a banking sector- A SWOT analysis" in Indian journal of Science and Technology.

Papers Published from Amritapuri Campus


Workshop on “Raspberry Pi”

The Department of Computer Science at Amrita School of Arts and Sciences, Mysore Campus organized a workshop on Raspberry Pi on 7th April 2016. Mr. Sajith Warrier (Resource associate, Ettimadai campus) was the resource person for the workshop. The workshop covered the following topics: Setting up pi operating system, Introduction to embedded Linux, Configuring pi Operating System, Introduction to ARM Processor, Overview of programming platforms in PI etc. Computer Science students were the main beneficiaries of the workshop. The workshop introduced the unexplored potential of the Raspberry Pi, the hardware, software and its applications.

National Workshop on “IPv6 On IoT”


Seminar on “Career Opportunities in IT”

The Department of Computer Science had organized a one day seminar on “Career Opportunities in IT” on 8th October 2016. Mr. Pradeep Pampadi (Senior Manager, Logic Information Systems, Bengaluru) was the keynote speaker. The Seminar covered the following topics: Understanding career, IT industry landscape, Opportunities in IT, Current technological trends, Industry expectation from a graduate, Plans for a career.
National Level Workshop on Pedagogy

The Department of Management and Commerce conducted a National Level Workshop on “Pedagogy of Management Concepts through Fun Enhanced Learning” which was held on 23-1-2016 by Dr. Shankar, Assistant professor, VIT campus, Chennai. High School Teachers & Faculty members from various Department like Management, Commerce, English, Soft Skills Psychology, Sociology, Economics, Teacher Education attended the one day National Workshop.

Amrita Vidyaanveshane - A Quest for Knowledge

John Thomas, Academician and Professional Journalist delivered his talk on the topic “Print and Online Journalism - Convergence” on Oct 21st, 2016. The lecture emphasised on the importance of Multimedia to be adopted in the present journalism. Mr. John Thomas covered various aspects in Print Media industry and showed various Online News Pages etc. He also discussed on the scope in Online Media for creative minds.

Brain Bytes- Quiz Competition

The 4th edition of Brain bytes - Quiz Competition for Pre-University students which was held in the college campus on 16th November 2016 aimed at motivating the students in building up their “General Awareness”. ‘Buzzer Round’ and ‘Spin to Win’ were the new rounds included this year, the other rounds being written round, online round, visual round and rapid fire. Participants close to around 300 from over 20 colleges from in and around Mysuru fought through 4 rounds to get to the final. First Prize was bagged by Gurukula PU College. Second prize went to Jnanodaya PU College. Third spot went to Sadvidya Composite PU College. VVS Golden Jubilee College along with Sadvidya Semi residential PU College got the consolation prizes. Certificates were given to all Participants.
Muralidhar Hegde, CEO Smart Work, gave a talk on the topic “Advertisement Industry – Media and Business” on Oct 22nd 2016. His talk focussed on the practical definitions to advertising industry. Mr. Hegde gave an insight into necessary terminologies and also redefined many concepts and added clarity to the existing area.

Niranjan Vanalli, Professor and Freelance writer, spoke on the topic “Magazine Journalism – Print and New Media” on Oct 26th 2016. He presented a brief insight into the world of writing and how a feature can stand apart from a regular news or article. Mr. Vanalli discussed on the scope of feature writing and the impact on society. He gave suitable examples and demonstrated how a feature is relevant in newspapers and what makes it different from writing articles and news reports.

A S Balasubramanyam, Professor Emeritus, Bangalore University on the topic ‘Broadcast Media in India – Production and Management’ on Nov 5th, 2016. He encouraged the students to be more informed and aware about the current media scenarios and be well versed with current affairs. He explained the career opportunities in media industry and stressed that media needed more people who are ‘Jacks of all trades than a person who is excellent in a particular area’

Muralidhar Reddy, Resident Editor – The Hindu, New Delhi addressed and interacted with students on various aspects related to Journalism, like special coverage, international reporting, war reporting, reporting Parliament and Legislature and other areas of Niche Journalism on Nov 19th, 2016. He spoke about how challenging it is to be a journalist, in working as foreign correspondent for a newspaper. He briefed on the difficulties faced by a print journalist while reporting a story from field. He gave first hand examples of Babri Masjid demolition, reporting Parliament, reporting war and the hardships he faced in Sri Lanka while reporting the fight between Government and LTTE rebels.
A one day National Level Short Film Festival ‘CINERAMA-2016’ was organised by the Dept of Visual Communication on Feb 27th, 2016. Around 15 colleges from Coimbatore, Chennai, Calicut, Thrissur, Wayanad, Hassan, Shimoga, Raichur, Bangalore and Mysore participated in the fest. Mr. Yograj Bhat, Director and Producer inaugurated the fest. Famous Dialogue Writer & Director Mr. M. S. Ramesh who is also the President - Karnataka Film Director Association along with another famous Director Mr. Rajendra Singh Babu adorned the Dais as Chief Guests for the Valedictory function. The first prize was won by CSI College for Commerce, Dharwad.

A two day workshop named 'Cam'era' on Photography and Videography was organized for the PU and degree students on April 5th and 6th, 2016. Around 34 students from various colleges participated. The resource persons were renowned photographer Prof. Thippeswamy, Prof. Kushal Kumar, Senior Professor, Amrita University, Mysuru campus and Mr. Praveen Krupakar, Freelancer and Guest Faculty, Dept of Film Studies, University of Mysore.
Department of Social Work, Amrita puri Campus organised a workshop on the occasion of UN Day of World Indigenous People on 9th August 2016, on the topic Indigenous People – Rights and Issues. Dr. K R Priya, Director, National Institute for Tribal Studies, Trivandrum was the resource person in the workshop. Dr. Amitha Bachan, Research Director, Hornbill foundation, Thrissur was lead the afternoon session of the workshop.

Department of Chemistry, Amritapuri Campus organized an invited talk on the topic “CdTe Photovoltaics for Sustainable Electricity Generation” by W. S. Sampath NSF Next Generation Photovoltaics Center Colorado State University on 22nd August, 2016.

Department of English Amrita puri Campus organized an invited talk on the topic “A Journey from Nature Poetry to Eco-poetry” by Dr. Manu Remakant, Associate Professor and HOD of PG Dept. of English, Sree Narayana College, Chempazhanthy on 5th September, 2016.